MEASUREMENTS

Brands

(1) Volume and share
(2) Inflows and outflows
(3) Performance against peers
(4) Budget
- spending per m on promotions
- promotion efficiencies
- media
- service levels in continuity programs

Sales

(1) Share by section
(2) Retail distribution and visibility and inventory
(3) Budget
- spending per m
- media
- service levels in continuity programs
(4) Key accounts (role of wholesaler)

Operations

(1) P&L, cash flow interest expense

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Source: https://www.industrydocuments.ucsf.edu/docs/ynym0004